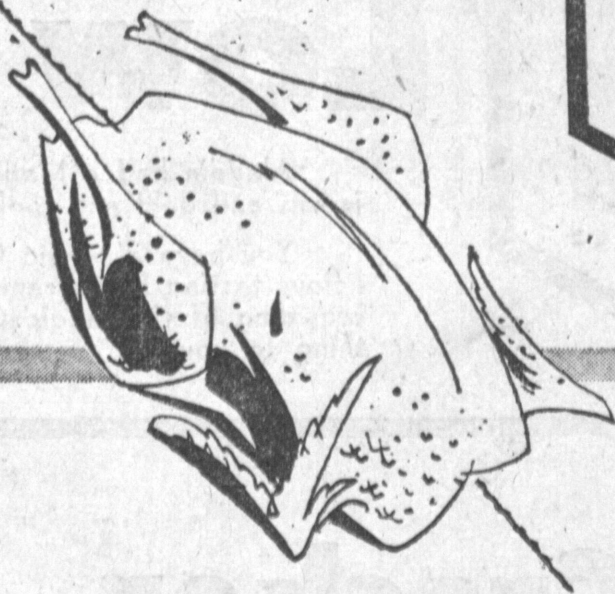




MEAT DEPARTMENT: Lou Canup, Magic Chef Market's Meat Department Manager, above, shows some of the tools of his trade. Magic Chef's Meat Department, equipped with the latest and most efficient mechanical devices, takes pride in its master meat-cutters. Here, meat cutting and trimming becomes a fine art, with fine U.S.D.A. Government-graded "Choice" meats carefully value-trimmed to give the customer the most for her money. All meats at Magic Chef are kept under optimum conditions of temperature and humidity so that they reach customers at their peak of flavor and tenderness. Service is another plus at Magic Chef. The touch of a finger to the service button brings a smiling, courteous Magic Chef employee to the picture window behind the meat case, happy to prepare any special cuts the customer may desire.



2 to 3-lb. Average Whole Body

MAGIC CHEF'S LUSCIOUS PAN-FRIED CHICKEN!

Cut fryers into quarters. Heat 1/2-inch cooking oil in heavy frying pan. Season with salt & pepper. Dip fryer parts in a batter made from 1 cup flour, 1 1/2 tsp. salt, 1 cup milk. Brown well. Reduce heat & cover. Continue cooking for 35 minutes. Remove cover and cook 5 minutes to crisp the coating of the chicken. Ummm . . . delicious!

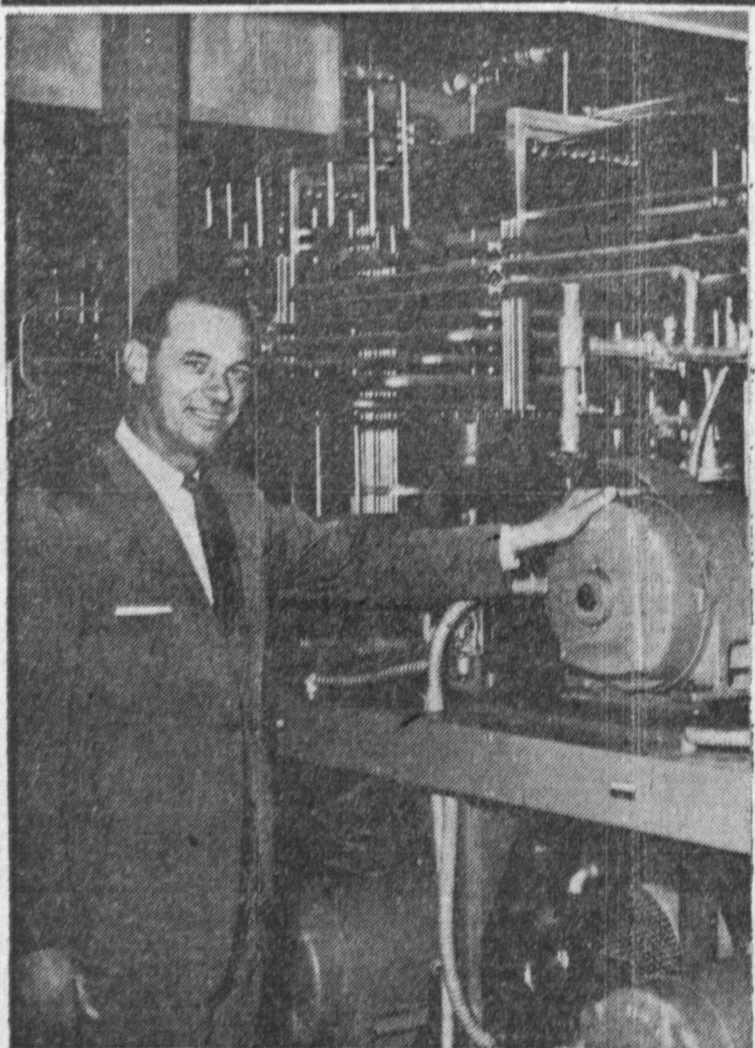


California Grown • Grade "A"
FRESH FRYERS
29¢ lb.

U.S.D.A. Government "Choice" Quality Cuts of Steer Beef

Rump Roast
63¢ lb.

These plump roasts are specially cut to give you more tender meat. Wonderfully rich in protein and juicy with flavor, too!



BABY, IT'S COLD DOWN THERE. Joseph Ditta, one of the many men responsible for planning the mighty Magic Chef Market, shows some of the back-stage machinery that makes it work. The winding coils of piping shown here produce the cold air which keeps meats, dairy foods, delicatessen foods, and frozen foods at precisely the temperatures which assure Magic Chef customers of receiving their foods at peak condition.

FLODEN BRAND • U.S.P.A. Grade "A"
Tom Turkeys
39¢ lb.
New Crop Plump and Meaty 12 to 16-lb. Average

U.S.D.A. "Choice" Steer Beef
Round Or SWISS STEAK
63¢ lb.
Finest choice steer beef at its tenderest best! Our succulent swiss steaks are boneless and extra-value trimmed; our round steaks have all excess fat and bone removed before weighing too! And all our meats have magically low prices!

NORTHERN • White Meat
Halibut Steaks
All Center Slices
39¢ lb.

5-lb. Box \$3.39
Gulf Caught Shrimp
69¢ lb.
Perfect size for frying . . . just pop 'em in your skillet and let crisp to a golden brown!



OL' SMOKEY • Eastern
Sliced Bacon
Sizzle-crisp and delicious with that ol' smoke-house flavor!
1-lb. Package
49¢

Even though you have implicit faith in the meat department of your favorite market, it's good to know that should the occasion ever arise, you can bring back any item with which you are not completely satisfied. So it is at Magic Chef. If you are not completely satisfied, you'll get no ifs, ands, or buts . . . you'll get your money cheerfully returned. It's this standing offer and guarantee that we think will inspire overwhelming confidence in all of our meats. Visit our market soon, and see the large selection of your favorite meats.

OCOMA • Fresh Frozen
Fryer Thighs
1-lb. Package
49¢



FINE MEATS FOR ALL. Behind the picture windows at Magic Chef Market's Meat Department work master meat cutters and skilled meat wrappers. The arts of these men and women, plus the ultra-modern equipment at hand, can turn a side of beef into hundreds of carefully trimmed, neatly wrapped, labeled, and mouth-watering packages in Magic Chef's meat cases, in less than one hour from the time it enters the market.

FRESH • Extra Lean • Tasty
Ground Round
Extra-lean, extra-tasty . . . because Magic Chef grinds its round fresh every hour!
63¢ lb.

Macleans • Quick Frozen
FRIED FISHSTICKS
4 8-oz. Pkg. \$1.00

Macleans • Quick Frozen
BREADED SHRIMP Jumbo Pak Big 24-oz. \$1.09
Kold Kist Quick Frozen
BEEF STEAKS 10 2-oz. Pkg. \$1.00
FRESH • Locally Caught
Barracuda SLICED 35c lb. By the Piece **25**

Macleans • Quick Frozen
BREADED HALIBUT 10-oz. Pkg. **39¢**
GORTON'S • Quick Frozen
FRIED SCALLOPS 7-oz. Pkg. **49¢**